



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**COUNTRY OF ORIGIN EFFECT ON SERVICE EVALUATION OF
FOREIGN SKILLED WORKERS IN PRIVATE EDUCATIONAL
INSTITUTION IN MALAYSIA**

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of
Business Administration (Hons) International Business**

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DECLARATION OF ORIGINAL WORK



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I, Mohamad Amiluddin bin Mohamed Noor (I/c Number: 920331-14-6277)

Hereby, I declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This project paper is the results of my independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

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Madam Nurhusniyati Husin

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Dear Madam,

RE: SUBMISSION OF THE FINAL PROJECT PAPER

With the reference to the above matter, enclosed here is my research paper entitled **“Country of Origin Effect on Service Evaluation of Foreign Skilled Workers in Private Education Institution in Malaysia.”**

This research paper is partially requirement for the fulfilment of Bachelor of Business Administration (Hons.) International Business. The objective of the study conducted is to identify the factors that affect service evaluation of foreign workers in Victoria International College Kuala Lumpur and provide suggestion and recommendation in order to improve the services.

Hopefully, this report meets your requirement and expectation.

Thank You.

ABSTRACT

The purpose of this research is to identify the relationship of the factors with the service evaluation of the foreign workers. There are three factors that will be analyzed the relationship which are customers' experience, country image and customers' ethnocentrism. These three factors will act as independent variables for the research while service evaluation of the foreign workers as a dependent variables. The research is being conducted towards students of Victoria International College Kuala Lumpur. The information is gathered by distributed of the questionnaires the students by using convenience sampling, that there are 290 students in Victoria College. By using Krejcie and Morgan chart, 165 questionnaires were distributed as a sample of the research. Their feedbacks on answering the questionnaires will be analyze and summarize by using The Statistical Package for Social Science (SPSS) version 20 and above. The results or the findings from this research revealed that customers' experience and ethnocentrism have the significant relationship with the service evaluation of the foreign workers. Thus, several suggestions and recommendations are being made in order to increase the service of Victoria International College.

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